

ORDER



Orders
Order / Rev: 719984
Alt Order #: 06361663
Product Desc: RNC-ROMNEY
Estimate: 483
Flight Dates: 10/03/12 - 10/09/12
Original Date / Rev: 10/08/12 / 10/08/12
Order Type: Political

WUSA

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency Name: American Rambler Productions/ POL
Buying Contact:
Billing Contact:
 138 Conant Street
 Beverly, MA 01915

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Romney, M/ RNC
Demographic: A35+
Product Codes: PL-Presidential
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/09/12	103	\$180,500.00	\$153,425.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	103	\$180,500.00	\$153,425.00	0.00
Totals	103	\$180,500.00	\$153,425.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WUSA	10/08/12	10/09/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	MT-----	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	MT-----		2				\$500.00		0.00			
2	WUSA	10/03/12	10/05/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	--WTF--	:30	3	\$500.00	P-2	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	--WTF--		3				\$500.00		0.00			
3	WUSA	10/08/12	10/09/12	CBS This Morning CBS This Morning	CM	7-9a	MT-----	:30	4	\$300.00	P-2	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	MT-----		4				\$300.00		0.00			
4	WUSA	10/03/12	10/05/12	CBS This Morning CBS This Morning	CM	7-9a	--WTF--	:30	6	\$300.00	P-2	0.00	NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	--WTF--		6				\$300.00		0.00			
5	WUSA	10/08/12	10/09/12	9-930a Inside Edition	CM	9-930a	MT-----	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	MT-----		2				\$250.00		0.00			
6	WUSA	10/03/12	10/05/12	9-930a Inside Edition	CM	9-930a	--WTF--	:30	3	\$250.00	P-2	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	--WTF--		3				\$250.00		0.00			

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WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	WUSA	10/08/12	10/09/12	930-10a The Insider	CM	930-10a	MT-----	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	MT-----		2			\$250.00		0.00				
8	WUSA	10/03/12	10/05/12	930-10a The Insider	CM	930-10a	--WTF--	:30	3	\$250.00	P-2	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	--WTF--		3			\$250.00		0.00				
9	WUSA	10/03/12	10/05/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	--WTF--	:30	3	\$1,500.00	P-1	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	--WTF--		3			\$1,500.00		0.00				
10	WUSA	10/08/12	10/09/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	MT-----	:30	2	\$1,500.00	P-1	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	MT-----		2			\$1,500.00		0.00				
11	WUSA	10/08/12	10/09/12	DT Daytime	CM	9a-3p (12:30 PM-3:00 PM)	MT-----	:30	4	\$900.00	P-2	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	MT-----		4			\$900.00		0.00				
E 12	WUSA	10/03/12	10/05/12	DT Daytime	CM	9a-3p (12:30 PM-3:00 PM)	--WTF--	:30	6	\$900.00	P-2	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	--WTF--		6			\$900.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WUSA	10/01/12-10/07/12		DT		9a-3p	--WTF--	:30		(\$900.00)		0.00	NM		
Credited															
13	WUSA	10/03/12	10/05/12	4-5p Dr. Phil	CM	4-5p	--WTF--	:30	3	\$750.00	P-2	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	--WTF--		3			\$750.00		0.00				
14	WUSA	10/08/12	10/09/12	4-5p Dr. Phil	CM	4-5p	MT-----	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	MT-----		2			\$750.00		0.00				
15	WUSA	10/08/12	10/09/12	9 News @ 5p 9 News @ 5p	CM	5-6p	MT-----	:30	2	\$700.00	P-2	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	MT-----		2			\$700.00		0.00				
16	WUSA	10/03/12	10/05/12	9 News @ 5p 9 News @ 5p	CM	5-6p	--WTF--	:30	3	\$700.00	P-2	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	--WTF--		3			\$700.00		0.00				
17	WUSA	10/03/12	10/05/12	9 News @ 6p 9 News @ 6p	CM	6-630p	--WTF--	:30	3	\$900.00	P-2	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	--WTF--		3			\$900.00		0.00				
18	WUSA	10/08/12	10/09/12	9 News @ 6p 9 News @ 6p	CM	6-630p	MT-----	:30	4	\$900.00	P-2	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	MT-----		4			\$900.00		0.00				
19	WUSA	10/08/12	10/09/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	MT-----	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	MT-----		2			\$800.00		0.00				
20	WUSA	10/03/12	10/05/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	--WTF--	:30	3	\$800.00	P-2	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	--WTF--		3			\$800.00		0.00				

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WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
33	WUSA	10/04/12	10/04/12	Thu Prime B Person of Interest	CM	9-10P	---T---	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	---T---		1				\$10,000.00		0.00			
34	WUSA	10/05/12	10/05/12	Fri Prime A CSI: NY	CM	8-9P	----F--	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	----F--		1				\$3,000.00		0.00			
35	WUSA	10/06/12	10/06/12	8-10a Sa CBS This Morn CBS This Morning: Saturday	CM	8-10AM	-----S-	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S-		2				\$300.00		0.00			
36	WUSA	10/06/12	10/06/12	NCAA Football Game #2 NCAA Football Game #2	CM	3-7p (3:30 PM-7:00 PM)	-----S-	:30	2	\$1,500.00	P-3	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S-		2				\$1,500.00		0.00			
37	WUSA	10/06/12	10/06/12	Sat Prime A Crimetime Saturday	CM	8-9P	-----S-	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S-		1				\$2,000.00		0.00			
38	WUSA	10/06/12	10/06/12	Sat Prime B Crimetime Saturday	CM	9-10P	-----S-	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S-		1				\$1,200.00		0.00			
39	WUSA	10/06/12	10/06/12	Sat Prime C 48 Hours Mystery	CM	10-11P	-----S-	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S-		1				\$1,200.00		0.00			
40	WUSA	10/06/12	10/06/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	-----S-	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S-		1				\$1,000.00		0.00			
41	WUSA	10/06/12	10/06/12	LF 1135p-1235a Criminal Minds	CM	1135P-1235A (11:30 PM-12:00 XM)	-----S-	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S-		2				\$450.00		0.00			
42	WUSA	10/07/12	10/07/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----S	:30	2	\$2,500.00	P-2	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S		2				\$2,500.00		0.00			
43	WUSA	10/07/12	10/07/12	Face the Nation Face the Nation	CM	1030-11a	-----S	:30	1	\$18,000.00	P-3	0.00	NM	1	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S		1				\$18,000.00		0.00			
44	WUSA	10/07/12	10/07/12	NFL Football Game #1 NFL Football Game #1	CM	NFL Football Gam (1:00 PM-4:00 PM)	-----S	:30	2	\$16,000.00	P-2	0.00	NM	2	\$32,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S		2				\$16,000.00		0.00			
E 45	WUSA	10/07/12	10/07/12	CBS Evening News Sun CBS Evening News	CM	6-630P	-----S	:30	1	\$1,500.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S		1				\$1,500.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
	1	WUSA	10/01/12-10/07/12	CBS Evening News Sunday		6-630P	-----Su	:30		(\$1,500.00)	0.00	NM			
	Credited														
E 46	WUSA	10/07/12	10/07/12	9 News @ 630p Sun 9 News @ 630PM Sunday	CM	630-7P	-----S	:30	1	\$900.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S		1				\$900.00		0.00			

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E 46	WUSA	10/07/12	10/07/12	9 News @ 630p Sun 9 News @ 630PM Sunday	CM	630-7P	-----S	:30	1	\$900.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S	1		\$900.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WUSA	10/01/12-10/07/12		9 News @ 630p Sun	630-7P		-----Su	:30		(\$900.00)		0.00	NM		
Credited															
E 47	WUSA	10/07/12	10/07/12	Sun Prime C The Good Wife	CM	9-10P	-----S	:30	1	\$6,000.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S	1		\$6,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WUSA	10/01/12-10/07/12		Sun Prime C	9-10P		-----Su	:30		(\$6,000.00)		0.00	NM		
Credited															
48	WUSA	10/07/12	10/07/12	Sun Prime D The Mentalist	CM	10-11P	-----S	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S	1		\$3,000.00		0.00						
49	WUSA	10/07/12	10/07/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	-----S	:30	2	\$2,500.00	P-2	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S	2		\$2,500.00		0.00						
													Totals	103	\$180,500.00